ORDER

Order / Rev: 103694 Orders 06830033 Alt Order #: Product Desc: BERKLEY FOR SENATE Estimate: 10/30/12 - 11/05/12 Primary AE: Amy McCreary Flight Dates: 06/28/12 / 09/27/12 Sales Office: BLPHI Original Date / Rev: Order Type: **GENERAL** Sales Region: National Shorr Johnson Magnus Agency Name: Billing Type: Cash **Buying Contact:** Billing Calendar: Broadcast Billing Contact: EOM/EOC 1831 Chestnut St. Billing Cycle: Philadelphia, PA 19103 Agency Commission: 15% Berkley, Shelley for Senate-Advertiser Name: Demographic: A35+ New Business Thru: Product Codes: PLC01 Order Separation: 00:05:00

Bill Plan						
Start Date	End Date	# Spots	Gross Amount	Net Amount		
10/29/12	11/05/12	168	\$48,575.00	\$41,288,75		

Totals

Advertiser External ID:

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	168	\$48,575.00	\$41,288.75	0.00
Totals	168	\$48,575.00	\$41,288.75	0.00

Account Executives

Priority:

Revenue Codes:

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

SELECT PRIORITY CODE

POLITICAL/AGY, PCAN, GEN

 Order Share
 Share
 Total

 KSNV
 20%
 \$48,575.00

 Market
 100%
 \$242,875.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	32%	\$77,720.00
KLVX	0%	\$0,00
KSNV-	0%	\$0.00
KTNV	21%	\$51,003,75
KTUD	0%	\$0.00
KVVU	25%	\$60,718.75
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$4,857.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
Ë 1	KSNV	10/30/12	11/02/12	Wake Up Early w/ V	Vagn@M	430a-5a	⊢TWTF~-	:30	4	\$50.003	0.00 NM	4	\$200.00
				Wake Up Early Wa	gners								
	NEWS												
	<u>Star</u>	<u>t Date</u>	End Date	Weekdays S	pots/Week	<u>Rate</u>	<u>Rating</u>						
W	eek: 10/2	29/12 1	11/04/12	-TWTF	4	\$50.00	0.00						

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Order / Rev:

103694

Advertiser:

Berkley, Shelley for Senate

Alt Order #:

06830033

Product Desc:

BERKLEY FOR SENATE

Flight Dates:

10/30/12 - 11/05/12

Estimate:

30S

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 KSNV	10/30/1	2 11/02/12	Wake Up Early w	_	430a-5a	-TWTF	:30	4	\$50.003	0.00 NM	4	\$200.00
NEWS	:		Wake Up Early W	/agners								
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 10		11/04/12	-TWTF	4	\$50.00	0.00						
E 2 KSNV	11/05/1	2 11/05/12	Wake Up Early W Wake Up Early W	_	430a-5a	M	:30	1	\$50,003	0.00 NM	1	\$50.00
NEWS	i		wake op Lany	ragnera								
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>						
Week: 11		11/11/12	M	1	\$50.00	0.00	.00		#000 000	0.00.1114		# 400 00
E 3 KONV	11/05/1	2 11/05/12	M-F 5-6a WakeUp M-F 5-6a WakeU	-	5-6a	M	:30	2	\$200.003	0.00 NM	2	\$400.00
NEWS	i			pg,,,,,,,								
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 11		2 11/11/12	M M-F 5-6a WakeUp	2 2 w/Ma/M	\$200.00 5-6a	0.00 -TWTF	:30	8	\$200.003	0.00 NM	8	\$1,600.00
L 7 1\014V	10/50/1	2 11702712	M-F 5-6a WakeU		5-0a	- 1 84 1 1	.50	U	Ψ200.003	O.OO INIVI	0	φ1,000.00
NEWS				-								
<u>St</u> Week: 10	art Date	End Date 11/04/12	<u>Weekdays</u> -TWTF	Spots/Week 8	<u>Rate</u> \$200.00	Rating 0.00						
			M-F 6-7a WakeU		6-7a	-TWTF	:30	8	\$300.003	0.00 NM	8	\$2,400.00
			M-F 6-7a WakeU					•	4000.000	0.00		ψ=, 100100
NEWS		End Bata	Marabalas	On ala Abta ala	D-7-	Don't am						
St Week: 10	art Date	End Date 11/04/12	<u>Weekdays</u> -TWTF	Spots/Week 8	<u>Rate</u> \$300.00	Rating 0.00						
			M-F 6-7a WakeU		6-7a	M	:30	2	\$300.003	0.00 NM	2	\$600.00
			M-F 6-7a WakeU	-								•
NEWS	art Date	End Data	Mookdaye	Spata Milook	Doto	Doting						
<u>ع.</u> Week: 11		End Date 11/11/12	<u>Weekdays</u> M	Spots/Week 2	<u>Rate</u> \$300.00	Rating 0.00						
···········	·····	2 11/05/12	Today Show	CM	658a-9am	M	:30	4	\$400.003	0.00 NM	4	\$1,600.00
TODA			Today Show									
TODA St	r art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 11		11/11/12	M	4	\$400.00	0.00						
E 8 KSNV	/ 10/30/1	2 11/02/12	Today Show	CM	658a-9am	-TWTF	:30	16	\$400.003	0.00 NM	16	\$6,400.00
TODA	v		Today Show									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		11/04/12	-TWTF	16		0.00						
E 9 KSNV	/ 10/30/1	2 11/04/12	Wake Up Early w	-	430a-5a	-TWTS	:30	4	\$150.003	0.00 NM	4	\$600.00
EARL	Y		Wake Up Early V	vagners								
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10		11/04/12	-TWT~-S	4		0.00						
E 10 KSNV	/ 11/05/1	12 11/05/12	Wake Up Early w	_	430a-5a	M	:30	1	\$150.003	0.00 NM	1	\$150 .00
EARL	Y		Wake Up Early V	vagners								
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 1		11/11/12	M	1	\$150.00	0.00						
E 11 KSNV	/ 11/05/1	12 11/05/12	Noon News Noon News	CM	12-1230pm	M	:30	1	\$175.003	0.00 NM	1	\$175.00
NEWS	6		140011140449									
	art Date	End Date	Weekdays	Spots/Week		Rating						
Week: 1		11/11/12	M	1	\$175.00	0.00	.00		φ475 00 C	0.00 111		4700 00
ETZ KSN\	10/30/1	12 17/02/12	Noon News Noon News	CM	12-1230pm	-TWTF	:30	4	\$175.003	0.00 NM	4	\$700.00
NEWS	3											
	tart Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 10		11/04/12 12 11/02/12	-TWTF	4 CM	\$175.00 9-10a	0.00 -TWTF	:30	8	\$175.003	0.00 NM	8	ቀ 4 ፈፀብ በባ
E 10 KOM	, (0/00)	- 11/02/2		OW	J-TUA	W	.50	U	ψ113.003	U.UU INIVI		\$1,400.00

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Order / Rev:

103694

Advertiser:

Berkley, Shelley for Senate

Alt Order #:

06830033

Product Desc:

BERKLEY FOR SENATE

Flight Dates:

10/30/12 - 11/05/12

Estimate:

30S

Ch Start Inventory Code Break Start/End Time Ln End Days Len Spots Rate Pri Rtg Type Spots Amount M-F Today Show II 3rd Hr M-F Today Show II TODAY II Start Date **End Date** Weekdays Spots/Week Rate Rating -TWTF--Week: 10/29/12 11/04/12 \$175.00 0.00 E14 KSNV 11/05/12 11/05/12 M-F Today Show II 3rd HCM 9-10a :30 \$175.003 0.00 NM 2 \$350.00 M-F Today Show II TODAY II Start Date **End Date** Spots/Week Weekdays Rate Rating Week: 11/05/12 11/11/12 \$175.00 0.00 E 15 KSNV 11/05/12 11/05/12 The Agenda 1230pm CM 1230-1p M-----:30 \$150.003 0.00 NM 1 1 \$150.00 The Agenda 1230pm **AGENDAY** Start Date End Date Weekdays Spots/Week Rating Rate Week: 11/05/12 11/11/12 \$150.00 0.00 E16 KSNV 10/30/12 11/02/12 The Agenda 1230pm 1230-1p -TWTF--:30 \$150.003 0.00 NM 4 \$600.00 The Agenda 1230pm **AGENDAY** Weekdays Start Date **End Date** Spots/Week Rate Rating -TWTF-Week: 10/29/12 11/04/12 \$150.00 0.00 ∽TWTF--E 17 KSNV 10/30/12 11/02/12 Rachael Rav CM 11am-12pm :30 4 \$150,003 0.00 NM 4 \$600.00 Rachael Ray RACHEL RAY Start Date End Date Weekdays Spots/Week Rate Rating 11/04/12 -TWTF-Week: 10/29/12 \$150.00 0.00 E 18 KSNV 11/05/12 11/05/12 Rachael Ray CM 11am-12pm M-----:30 \$150,003 0.00 NM 1 \$150.00 Rachael Ray RACHEL RAY Start Date End Date Weekdays Spots/Week Rating Rate 11/11/12 Week: 11/05/12 \$150.00 0.00 E 19 KSNV 11/05/12 11/05/12 M-F Today Show III 4th BM 10am-11am M----:30 \$150.003 0.00 NM 1 \$150.00 Today 4th Hour **TODAY 3** Start Date End Date <u>Weekdays</u> Spots/Week Rate Rating Week: 11/05/12 11/11/12 M-----\$150.00 0.00 E 20 KSNV 10/30/12 11/02/12 M-F Today Show III 4th BM 10am-11am :30 \$150,003 -TWTF--0.00 NM 4 \$600.00 Today 4th Hour TODAY 3 Start Date End Date Spots/Week <u>Weekdays</u> Rate Rating Week: 10/29/12 11/04/12 -TWTF--\$150.00 0.00 E 21 KSNV 10/30/12 11/02/12 Dr. Phil CM \$200.003 3-4p -TWTF--:30 0.00 NM ጸ \$1,600.00 Dr Phil PHIL Spots/Week Start Date **End Date** Weekdays Rate Rating Week: 10/29/12 11/04/12 -TWTF--\$200.00 0.00 E 22 KSNV 11/05/12 11/05/12 Dr. Phil CM 3-4p M-----:30 2 \$200.003 0.00 NM 2 \$400.00 Dr Phil PHIL Start Date End Date Weekdays Spots/Week Rate Rating 11/11/12 Week: 11/05/12 \$200.00 0.00 E23 KSNV 11/05/12 11/05/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm \$300.003 M----:30 0.00 NM 1 \$300.00 4PM NEWS (1 hour) (4:30 PM-5:00 PM) **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 11/05/12 11/11/12 \$300.00 0.00 E24 KSNV 10/30/12 11/02/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm -TWTF--:30 \$300.003 0.00 NM \$1,200.00 4PM NEWS (1 hour) (4:30 PM-5:00 PM) NEWS Start Date End Date Weekdays Spots/Week Rate Rating -TWTF--Week: 10/29/12 11/04/12 \$300.00 0.00 E 25 KSNV 10/30/12 11/02/12 CM 4-5pm -TWTE--:30 \$300.003 0.00 NM \$1,200.00

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Order / Rev:

103694

Advertiser:

Berkley, Shelley for Senate

Alt Order #: Flight Dates:

06830033

5830033

10/30/12 - 11/05/12

Product Desc:

BERKLEY FOR SENATE

Estimate:

30S

Break Start/End Time Inventory Code Ln Ch Start End Days Len Spots Rate Pri Rtg Type Spots Amount NEVVS 3 at 4 (1 HOUR) 4PM NEWS (1 hour) (4:00 PM-4:30 PM) NEWS Start Date **End Date Weekdays** Spots/Week Rate -TWTF--Week: 10/29/12 11/04/12 \$300.00 0.00 E 26 KSNV 11/05/12 11/05/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm :30 \$300.003 0 00 NM \$300.00 4PM NEWS (1 hour) (4:00 PM-4:30 PM) **NEWS** Start Date **End Date** Spots/Week Rate **Weekdays** Rating Week: 11/05/12 11/11/12 \$300.00 0.00 E 27 KSNV 11/05/12 11/05/12 M-F Early News CM 5-630p :30 \$450,003 0.00 NM 2 \$900.00 M-F Early News **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating M----Week: 11/05/12 11/11/12 \$450.00 0.00E 28 KSNV 10/30/12 11/02/12 5-630p M-F Early News CM -TWTF--:30 \$450.003 0.00 NM \$3,600.00 M-F Early News **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating 11/04/12 -TWTF--Week: 10/29/12 \$450.00 0.00 E 29 KSNV 10/30/12 11/02/12 FacetoFace/Ralston Ren@M 730-758pm -TWTF--:30 \$225.003 0.00 NM \$900.00 Face to Face w/ J.Ralston **FACE** Start Date End Date Weekdays Spots/Week Rate Rating -TWTF--Week: 10/29/12 11/04/12 \$225.00 0.00 E30 KSNV 11/05/12 11/05/12 FacetoFace/Ralston RenGM 730-758pm M-----:30 \$225,003 0.00 NM \$225.00 Face to Face w/ J.Ralston **FACE** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 11/05/12 11/11/12 M-----\$225.00 0.00 E31 KSNV 11/03/12 11/03/12 Vegas Inc. CM 6:30-8pm ----S-:30 0.00 NM \$150,003 \$150,00 Vegas Inc. **VEGAS INC** Start Date End Date **Weekdays** Spots/Week Rate Rating Week: 10/29/12 11/04/12 ----S-\$150.00 0.00 M-F Jeop/Wheel E32 KSNV 10/30/12 11/02/12 CM 630-730pm -TWTF--:30 \$400.003 0.00 NM 8 \$3,200.00 M-F Jeopardy/Wheel of Fortune JEP/WHEEL Start Date End Date Spots/Week Weekdays Rate Rating 11/04/12 -TWTF--Week: 10/29/12 \$400.00 0.00 E 33 KSNV 11/05/12 11/05/12 M-F Jeop/Wheel CM 630-730pm :30 \$400.003 0.00 NM 2 \$800.00 M-F Jeopardy/Wheel of Fortune JEP/WHEEL Start Date End Date Weekdays Spots/Week Rating Rate Week: 11/05/12 11/11/12 \$400.00 0.00E 34 KSNV 11/03/12 11/03/12 Weekend Jeopardy/Whe@M 630-730pm -----:30 \$250,003 0.00 NM 2 \$500.00 WKND Jeop/Wheel JEP/WHEEL Spots/Week Start Date End Date Weekdays Rate Rating Week: 10/29/12 11/04/12 \$250.00 0.00 E 35 KSNV 11/04/12 11/04/12 News 3 Live in Prime 7-10pm :30 \$600,003 0.00 NM \$600.00 News 3 in Prime NEWS IN PRIME AFTER NFL Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 \$600.00 0.00 E 36 KSNV 11/02/12 11/02/12 Fri PR 9-10p CM 9-10pm _____ :30 1 \$1,000.003 0.00 NM \$1,000.00 Friday Prime 9-10pm **GRIMM** Start Date End Date **Weekdays** Spots/Week Rate Rating 11/04/12 \$1,000.00 Week: 10/29/12 0.00 E37 KSNV 11/02/12 11/02/12 CM 8-9pm ----F--:30 \$750.003 0.00 NM \$750.00 1

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Order / Rev: 103694 Advertiser:

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Berkley, Shelley for Senate 06830033

Product Desc:

BERKLEY FOR SENATE

Flight Dates: 10/30/12 - 11/05/12 Estimate: 30S

Ln Ch End Inventory Code Start Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Fri PR 8-95 Friday Prime 8-9pm WHIT/COMM Start Date **End Date** Weekdays Spots/Week Rating Rate 11/04/12 ----F--Week: 10/29/12 \$750.00 0.00 E 38 KSNV 10/31/12 10/31/12 Wed PR 9-10p CM 9-10pm :30 1 \$1,700.003 --W----0.00 NM \$1,700.00 Wednesday Prime 9-10pm SVU Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 ---W----\$1,700.00 0.00 E39 KSNV 10/31/12 10/31/12 Wed PR 10-11p CM 10-11pm --W----:30 1 \$1,400.003 0.00 NM \$1,400.00 Wednesday Prime 10-11pm CHICAGO FIRE End Date Start Date Weekdays | Spots/Week Rate Rating 11/04/12 Week: 10/29/12 \$1,400.00 0.00 E40 KSNV 11/01/12 11/01/12 Thurs PR 10-11p CM 10-11pm ~-~T---:30 \$1,400,003 0.00 NM \$1,400.00 Thursday Prime 10-11pm ROCK CENTER Start Date End Date Weekdays Spots/Week Rate Rating ---T---Week: 10/29/12 11/04/12 \$1,400.00 0.00 E 41 KSNV 10/30/12 11/02/12 Late Night w/Fallon CM 1237a-136am -TWTF--:30 \$75.003 8 0.00 NM 8 \$600.00 Late Night w/Fallon FALLON Start Date **End Date** Weekdays Spots/Week Rating Rate 11/04/12 -TWTF--Week: 10/29/12 0.00 \$75.00 E 42 KSNV 11/05/12 11/05/12 Late Night w/Fallon CM 1237a-136am M----:30 2 \$75.003 0.00 NM 2 \$150.00 Late Night w/Fallon **FALLON** Start Date **End Date** Spots/Week Weekdays Rate Rating Week: 11/05/12 11/11/12 \$75.00 0.00 E43 KSNV 11/05/12 11/05/12 The Tonight Show CM 1135p-1237a M----:30 \$185.003 0.00 NM 2 \$370.00 Tonight Show TON SHOW Spots/Week Start Date **End Date** Weekdays Rate Rating M----Week: 11/05/12 11/11/12 \$185.00 0.00 E 44 KSNV 10/30/12 11/02/12 The Tonight Show CM 1135p-1237a -TWTF--:30 \$185.003 0.00 NM 8 \$1,480.00 Tonight Show TON SHOW Start Date **End Date Weekdays** Spots/Week Rate Rating Week: 10/29/12 11/04/12 -TWTF--\$185.00 0.00 E 45 KSNV 10/30/12 11/02/12 M-F News 3 at Eleven CM 11pm-1135pm ~TWTF--:30 \$425.003 0.00 NM \$1,700.00 M-F News 3 at Eleven **NEWS** <u>Weekdays</u> Start Date End Date Spots/Week <u>Rate</u> Rating -TWTF--Week: 10/29/12 11/04/12 \$425.00 0.00 E 46 KSNV 11/05/12 11/05/12 M-F News 3 at Eleven CM 11pm-1135pm :30 \$425.003 0.00 NM 1 \$425.00 M-F News 3 at Eleven **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 11/05/12 11/11/12 \$425.00 0.00 E47 KSNV 11/03/12 11/04/12 Sa-Su News 3 at ElevenCM 11pm-1135pm ----SS :30 \$400.003 0.00 NM 2 \$800.00 Sa-Su News 3 at Eleven **NEWS End Date** Start Date Weekdays Spots/Week Rate Rating ----55 Week: 10/29/12 11/04/12 \$400.00 0.00 E49 KSNV 11/03/12 11/03/12 Saturday Today CM 7a-9am ----S-:30 \$225.003 0.00 NM 2 \$450.00 Saturday Today SAT TODAY Start Date End Date Weekdays Spots/Week Rating <u>Rate</u> Week: 10/29/12 11/04/12 \$225.00 0.00 11/03/12 11/03/12 E 50 KSNV CM 6a-7a ----5-:30 2 \$150.003 0.00 NM 2 \$300.00

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Order / Rev:

103694

Start Date

Week: 10/29/12

End Date

11/04/12

Weekdays

----s

Spots/Week

Advertiser:

Berkley, Shelley for Senate

Alt Order #: Flight Dates:

06830033

10/30/12 - 11/05/12

Product Desc: Estimate: BERKLEY FOR SENATE

30S

Break Start/End Time Ln Ch Start End Inventory Code Days Len Spots Rate Pri Rtg Type Spots Amount News 3 Sunnse - SATUR News 3 Sunrise SATURDAY **NEWS** Start Date End Date **Weekdays** Rating Spots/Week Rate ----S-11/04/12 \$150.00 Week: 10/29/12 0.00 E51 KSNV 11/04/12 11/04/12 Sunday Today CM 7a-8am ----5 :30 \$350.003 0.00 NM 1 \$350.00 Sunday Today **SUN TODAY** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 ----S \$350.00 0.00 E 52 KSNV 11/03/12 11/03/12 Saturday Night Live СМ 1130pm-1:02am ----S-:30 \$550.003 0.00 NM 1 \$550.00 Saturday Night Live SNL Weekdays Start Date End Date Spots/Week Rate Rating -----Week: 10/29/12 11/04/12 \$550.00 0.00 N 53 KSNV 11/04/12 11/04/12 Sports Night in Las VegaßM Sun 1135p-1200a -----S :30 \$400.001 0.00 NM \$400.00 Sports Night in Las Vegas

<u>Rate</u>

\$400.00

Rating

0.00

Totals 168 \$48,575.00